

Digital marketing and communications experience to help ALL children learn to read



Project Title	Digital marketing and communications experience to help ALL children learn to read
Project Summary	Connect innovators, solvers and partners to the opportunities of All Children Reading: A Grand Challenge for Development and share our competitions and innovations with target audiences.
Country	United States

Project Description

The intern will have the opportunity to provide communication and marketing support for our reading innovations and competitions. This internship provides an opportunity to apply their research, communication, social media, website management, education and/or international development studies and experience to improve reading outcomes for early grade learners in developing countries.

All Children Reading: A Grand Challenge for Development (ACR GCD) is an ongoing series of competitions that leverages science and technology to source and disseminate scalable solutions to improve literacy outcomes in developing countries. The Partners--USAID, World Vision and the Australian Government--are soliciting creative, cost-effective innovations from the global science, technology, education and broader communities to improve reading for children in early grades. For more information, visit AllChildrenReading.org or follow @ReadingGCD.

The intern can contribute to improving reading for early grade children in developing countries through the following tasks:

Social Media

- Curate and create relevant content for twitter content calendar

Research

- Compile statistics in areas such as early grade literacy in developing countries, ACR GCD focus areas, and ACR GCD prize competitions
- Create list of incubators/key solver networks to engage in upcoming prize competitions
- Analyze results of audience surveys.
- Contribute new ideas for strategically communicating with target audiences.
- Create list of microinfluencers with potential to reach target audiences in the EdTech for literacy space.

Design, Writing and Editing

- Contribute content for monthly eNewsletter
- Create and/or solicit content (blogs, feature stories, etc.) from ACR innovators, partners, thought-leaders

and/or technical experts for website, eNewsletter, etc.

- Develop feature stories about ACR innovators for sharing on website and other mediums
- Assistance in graphic design and digital media a plus but not required

Media Relations

- Curate mentions of ACR Innovators in news
- Research ACR innovator stories for media pitching

Website management

- Develop and update profiles of Innovators on AllChildrenReading.org
- Analyze and create list of top SEO keywords for AllChildrenReading.org
- Analyze google analytics data

Required Skills or Interests

Skill(s)

Design thinking

Editing and proofreading

Graphic design

Marketing

Research

Storytelling/blogging/vlogging

Survey / polling design

Website design

Writing

Additional Information

For more information, visit AllChildrenReading.org or follow us on twitter @ReadingGCD.

Language Requirements

None